

DELIVER 96 #536813 DORAL BUY 1 CARTON  
50-5 PPS FIRM DELAYS

TO: GLIKIN EROS.  
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TO: TREVOR  
3/26/98

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**February Workplan Logistics (DTS 2/2/98 - 2/27/98)**

	① DORAL B1G1F (Pack Outlets)	② DORAL B2G1F (Pack Outlets)	③ DORAL B2G1F (CTS Pack)	④ DORAL B1CG5F (CTS Carton)
<b>1. Selling/Execution Detail</b>				
Promotion Details				
Display Size/Load	20	21	105 (5 SKUs 21 each)	160
Offer/Materials - Item #	Display/POS Kit #536645	Display/POS Kit #536510	Display/POS Kit #536744	{ CTS 15-Carton Kit #536813 CTS POS Kit #536822
Includes	Counter display preassembled, large poster	Counter display preassembled, POS Card	Counter Display preassembled, POS Card	Carton Kit contains 20 15-pack cartons POS Kit contains 2 Header Cards, 2 Side Cards, Poster
SKU Packing	1	1	1	20/SKU-Carton Kit 1/SKU-POS Kit
Recommended Displays	in SKU	in SKU	in SKU	#527951 CTS 8-Case Display or Retailer Promotional Shelving
<b>2. ROU Detail</b>				
Promotion #	800018	800017	800019	800021
Allocations Available	10/13	10/13	10/13	10/13
Model Available	11/3	11/3	N/A	N/A
Allocation Adjustments to Model	11/3 - 12/5	11/3 - 12/5	N/A	N/A
Templates Available	12/8	12/8	N/A	N/A
Value-Added Transfer Deadline	12/12	12/12	12/12	12/12
First Order Date	12/15	12/15	12/15	12/15
First Delivery Date to Direct Accounts	1/5/98	1/5/98	1/5/98	1/5/98
Reporting Dates	2/2 - 4/3	2/2 - 4/3	2/2 - 4/3	2/2 - 4/3
Placement Reporting	DOR FEB B1G1F	DOR FEB B2G1F	DOR FEB CTSB2G1F	DOR FEB CTS CTN
Promotional Packaging UPC	12300-23797	12300-23850	12300-23850	12300-23852
Product UPC	Lts 85-24960 Lts 100-24961 FF 100-24962 Lts Mthl 100-24963 Ult Lts 100-24964 Mthl 100-24965 FF Box-24966 Lts Box-24967 FF Box 100-24968 Lts Box 100-24969 Mthl Box-24970	Lts 85-24950 Lts 100-24951 FF 100s-24952 Lts Mthl 100-24953 Ult 100s-24954	Lts 85-24971 Lts 100-24972 FF 100-24973 Lts Mthl 100-24974 Ult Lts 100-24975 FF Box-24976 Lts Box-24977 FF Box 100-24978 Lts Box 100-24979	Lts 85-21861 Lts 100-24987 FF 100-24988 Lts Mthl-24989 Lts Mthl 100-24990 FF 85-21859 Ult Lts 100-24991 FF Box-21773 Lts Box-21774 FF Box 100-24992 Lts Box 100-24993 Mthl Box-24994

- ① DORAL B1G1F Regions: 1100, 1200, 1600, 5100, 5400, 5600, 6700.  
DORAL B1G1F will be pre-sleeved in Winston-Salem. Each carton will contain five B1G1F offers. Each 6M case contains 150 offers. Direct account should place four pre-sleeved cartons in each counter display and ship to retail. It is not necessary to load display. Recommended VAP payments to direct accounts is same as B2G1F (\$4.90 per 6M promotional case).
- ② DORAL B2G1F Regions: 1300, 1700, 1800, 2100, 2200, 2300, 2600, 2900, 5800, 6200, 6300, 6600, 6900.  
DORAL B2G1F will be pre-sleeved in Winston-Salem. Each carton will contain three B2G1F offers plus one live pack. Each 6M case contains 90 offers per case plus 30 live packs. Direct accounts should place seven pre-sleeved cartons in each counter display and ship to retail. It is not necessary to load display. Recommended VAP payments to direct accounts is \$14 per live 12M case to place cartons in preassembled display and ship. This equates to \$4.90 per 6M promotional case.
- ③ DORAL February B1CG5F promotional sleeve is identical to January \$7.50/15 pack sleeve. Gratis product will arrive at direct accounts in plain white cartons. Direct accounts to load one live carton and five gratis packs into 15-pack sleeve. (each SKU contains 20 carton sleeves.) Each 6M gratis case contains 60 five-pack offers. All gratis product will have complimentary tear tape.

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## DORAL (continued)

- February - CTS Outlet Carton Promotion - All Regions

Buy 1 carton get 5 packs free with name generation insert.

- Promotion targeted for Retail Partners.
- Designed to attract franchise DORAL smokers, allowing the concurrent B2G1F pack promotion to be available for competitive trial.
- Generate franchise names for DORAL & Co.
- Promotion sleeve is identical to the January \$7.50 off special 15 pack carton promotion.
- Gratis packs for promotion will arrive at direct accounts in plain white cartons.
- Direct account should load 1 live carton of DORAL and corresponding 5 free packs into 15 pack sleeve.
- 20 offers per shipper SKU (30 total cartons).
- All gratis product will have complimentary tear tape.
- VAP ship date to retail accounts is week of February 16, 1998.

- March - CTS Outlet Pack Promotion

Pre-packed 5-pack sleeve (½ carton) with name generation insert.

- Promotion targeted for Retail Partners.
- Designed to offer an alternative to carton purchasers that become interested in trading down to pack purchasers due to potentially higher retail prices in 1998.
- Incentive consumer to purchase 5 packs versus 2-3 packs.
- Generate names for DORAL & Co.
- No special offer included with 5 pack sleeves. The normal ceiling strategy pricing activity should also be applied to each 5 pack sleeve (examples below).
- 5 pack sleeves will arrive at direct accounts in plain white cartons, 2 sleeves per carton.
- Direct account should ship designated quantity of sleeves to targeted CTS outlets.

- Promotion execution at retail - 5 pack sleeve

Proper pricing communication is critical to the success of this promotion.

### Option #1

- When selling promotion to retailer, number 1 objective is to achieve the best selling price for the 5 pack sleeve (Option #1). Retailers that insist on using their normal pack price times 5 packs to arrive at 5 pack sleeve selling price should not be sold this promotion.
- 5-pack sleeve priced equal to ½ of the retailer carton price, minus any ceiling strategy discount in place at the time.

Carton Price (non-promoted)	\$14.90
Ceiling Strategy Buydown	\$2.00 ctn./20¢ per pack

\$14.90 Carton price + 2 = \$7.45 - discount (\$1.00) = \$6.45 5 pack sleeve price

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